

September 17, 2008

Brand Toolkit

The Seattle Children's brand is one of our organization's most valuable assets. This handbook is an introduction to the positioning elements of our brand and a guide to their use in creating effective, consistent communications for all Seattle Children's audiences.

Table of Contents

Graphic Guidelines and Standards 1

Brand Vocabulary	2
Logo	2
Construction	3
Clear Area	4
Small Format	5
Large Format	6
Colors	7
Incorrect Logo Usage	8
Partnership Logo Usage	9
Artwork	10
Color Palette	11
Fonts and Typography	12
Page Architecture	14
Patterns	15
Photography	16
Misuse	18
Guidelines	19
Rounded Corners	20
Samples of Design in Use	21
Promotional Items	26
Selecting Paper	27
Tagline	28

Print Material Requirements 29

Acknowledgment Credits	30
Disclosure Statements	31
Mission Statement	33
Sign-off Components	34

Resources and Templates 37

Boilerplates	38
Brand Booklet	40
Business Cards and Other Stationery	41
Fax Cover	42
Letterhead	43
E-mail Signature	44
Flyer/Poster	45
Glossary of Print Terms	47
PowerPoint Presentation	50
Signage	51
Voicemail and Phone Scripts	52

Editorial Style & Usage Guidelines

Visit the MarComm site on CHILD for the latest version or contact Jennifer Fisch at 206-987-5202 for a hard copy.

Introduction

As we evolve as an organization, we're changing our logo, our name and the language we use to describe ourselves. We have adopted a new Strategic Plan that honors the past, while setting a course for the next 100 years.

To achieve our Strategic Plan, we must:

- Think boldly.
- Promote and protect our good image and reputation.
- Push ourselves to be the best.
- Elevate our core functions: clinical care, research and philanthropy.
- Enhance our appeal to new generations.

As we move forward with renewed goals and energy, the time is right to evolve the way we depict ourselves to the outside world. The new logo, new name and new tagline are useful instruments to help guide our journey into the future.

But this is not just about a name and a logo. Our graphic identity is the sum of all visual and editorial impressions associated with the Seattle Children's name.

The impact of graphic standards depends on consistent use over time. By consistently using these standards, you help reinforce the association of Seattle Children's with our brand attributes of progressive, compassionate, collaborative, expert, philanthropic, open-minded, welcoming and pediatric focus.

Who should use these guidelines?

Everyone at Seattle Children's and the outside vendors that create materials for Seattle Children's must follow these guidelines. Our flyers, letters, Web pages and any other communication reflect the identity of Seattle Children's. Use the Brand Toolkit as a reference on how to use the editorial and graphic elements properly.

You will find technical information and details that graphic designers use when creating materials. Please share those details if you are working with designers. You will also find a variety of resources available for your use. You may download them from the Marketing Communications page on CHILD or request an electronic copy if you don't have access to our intranet.

Our goal is to provide clarity and tools to assist you. If you have questions about how to apply these guidelines, please contact Marketing Communications at 206-987-5205.



Graphic Guidelines and Standards

Graphic Guidelines and Standards

Brand Vocabulary



Brand Position

The future of pediatric health care

Brand Personality

Compassionate expert

Tagline

Hope. Care. Cure.™

Brand Story

By combining clinical expertise, research and innovative therapies with a commitment to philanthropy, advocacy and education, Seattle Children's defines the highest standards for prevention, care and cures, bringing the hope and promise of tomorrow's medical advances to the children we serve today.

Brand Attributes

Seattle Children's is:

Progressive
Compassionate
Collaborative
Expert
Philanthropic
Open-Minded
Welcoming
Pediatric Focus (Age birth to 21)

Graphic Guidelines and Standards

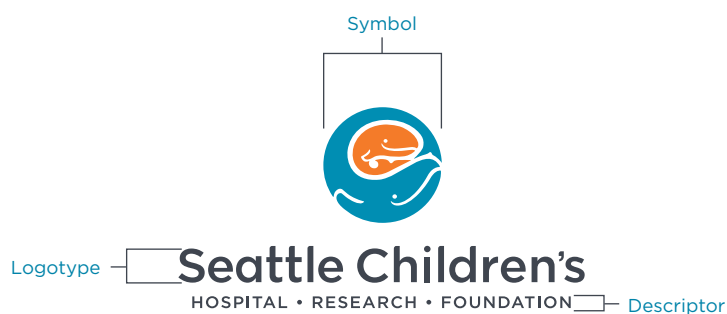
Logo Construction



The Seattle Children's signature, or commonly known as logo, is the standard identifying mark to be used on all internal and external communications.

The Seattle Children's logo consists of a symbol, a logotype, and a descriptor. It includes a simple and compelling depiction of two whales, inspired by the traditional artwork of our region. The large and small whales communicate the compassion and trust at the heart of many of our relationships — parent and child; family and community; hospital and supporter; care provider and patient.

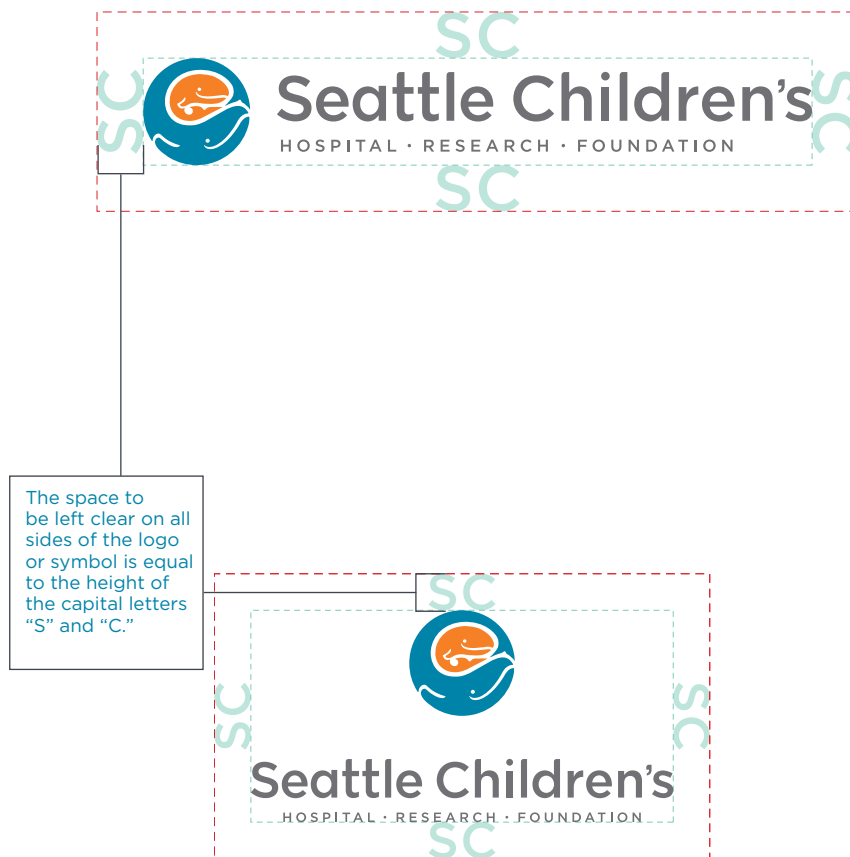
The logo is available in two versions: the preferred version is horizontal and the optional version is stacked, or vertical. Both versions are available in various color options, as shown on the next pages. The brand logo should always be used as a unit; do not separate the elements for stand-alone use.



Logo Clear Area



A minimum amount of space should be left clear between the brand logo and all other graphic elements so that the impact of the logo is not diminished. The height of the logotype's capital letters determines the minimum clear space around the logo, as shown in the diagrams below.



Graphic Guidelines and Standards

Small Format of the Logo



The logo is provided in two size options, small and large. The size options vary in the drawing details and in the descriptor and registration mark's size relative to that of the logotype. This results in optimal legibility for the illustration details (the whale eyes, for instance), and to ensure that the descriptor (HOSPITAL . RESEARCH . FOUNDATION) is legible on various applications.

Small-Size Option

Use the small format of the logo for Web and small-sized projects where there is limited space for the logo and for medium-sized projects such as letterhead and flyers. The small-size option in the horizontal format may be used at widths ranging from $1 \frac{9}{16}$ " to $3 \frac{1}{8}$ ". Files are provided at $3 \frac{1}{8}$ " wide, so they may be placed at sizes ranging from 50% to 100%. The small-size option in the vertical format may be used at widths ranging from 1" to 2". Files are provided 2" wide, so they may be placed at sizes ranging from 50% to 100%.

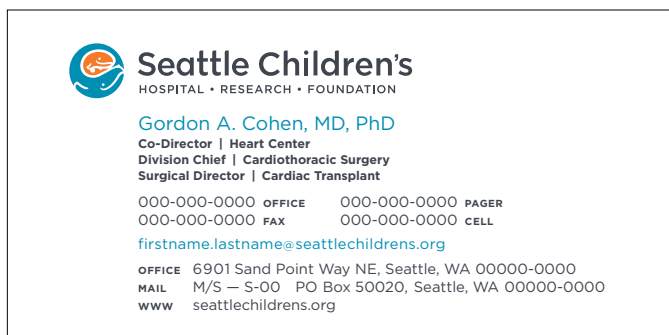
The **small-size** option in the **horizontal** format may be used at widths ranging from $1 \frac{9}{16}$ " to $3 \frac{1}{8}$ ". Files are provided $3 \frac{1}{8}$ " wide, so they may be placed at sizes ranging from 50% to 100%.



The **small-size** option in the **vertical** format may be used at widths ranging from 1" to 2". Files are provided 2" wide, so they may be placed at sizes ranging from 50% to 100%.



Samples



Business Card

Large Format of the Logo



Large-Size Option

The horizontal large format may be used at widths of $3\frac{1}{8}$ " and up. At this minimum size, the logo measures $2\frac{1}{2}$ ". Files are provided $6\frac{1}{4}$ " wide, so they may be placed at sizes ranging upward from 50%. There is no maximum size for the large format of the logo, but note that pixel files (.jpg, .png, and .tif formats) are 300 dpi and generally should not be enlarged; for enlargements, vector files (.eps and .ai formats) are recommended. The large-size option in the vertical format may be used at widths ranging upward from 2". Files are provided 4" wide, so they may be placed at sizes ranging upward from 50%.

The **large**-size option in the **horizontal** format may be used at widths ranging upward from $3\frac{1}{8}$ ". At this minimum size, the logotype measures $2\frac{1}{2}$ ". Files are provided $6\frac{1}{4}$ " wide, so they may be placed at sizes ranging upward from 50%.



The **large**-size option in the **vertical** format may be used at widths ranging upward from 2". Files are provided 4" wide, so they may be placed at sizes ranging upward from 50%.



Samples



Umbrella



Tablecloth banner

Graphic Guidelines and Standards

Logo Colors



The Seattle Children's logo files are provided in five color options.



Full Color

This is the preferred color option and should be used whenever budget permits, especially when used for permanent pieces such as stationery, business cards and signs. This should be used on uncluttered backgrounds lighter than 5% black.

Baby whale = Pantone 158
Parent whale = Pantone 314
Type = Pantone Cool Gray 11



Black

This may be used on all black and white materials and on backgrounds with a value lighter than 30% black.

Baby whale = 60% black
Parent whale = 100% black
Type = 100% black



Blue

This may be used on materials that can use only one color and on backgrounds with a value lighter than 15% black.

Baby whale = 60% Pantone 314
Parent whale = 100% Pantone 314
Type = 100% Pantone 314



Gray

This may be used on backgrounds with a value lighter than 15% black.

Baby whale = 60% Pantone Cool Gray 11
Parent whale = 100% Pantone Cool Gray 11
Type = 100% Pantone Cool Gray 11



All Elements = Reverse to White

This may be used on uncluttered backgrounds with a value darker than 30% black. Preference is for a solid background of black or other color from the Seattle Children's palette.

Graphic Guidelines and Standards

Incorrect Logo Usage



Logotype Misuse

The elements of the Seattle Children's logo are arranged in a fixed relationship and may not be altered in any way.



Do not place the three-color logo on a dark background.



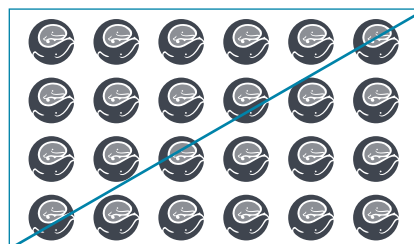
Do not add shadows, outlines or any other accents to the logo.



Do not place the logo on a busy background.



Do not add additional words or phrases inside the clear space.



Do not use the symbol as part of a pattern.



Do not alter the proportions of the logo.



Do not reduce the transparency of the logo or alter the official color scheme.

Graphic Guidelines and Standards

Partnership Logo Usage



When we deliver care or otherwise add value to a third party, members are co-branded. If we lead the partnership, then our logo has dominant position; if we are not the lead, please negotiate with other partners.

It is acceptable to combine the Seattle Children's logo with other logos as long as the clear area is applied to all four sides of the logo.



Secondary Logos

Seattle Children's has one logo, emphasizing our single brand and our promise to prevent, treat and cure pediatric disease. This one brand signals the strong relationship among the Hospital, the Research Institute and the Foundation. The clinical care we provide and the cures we discover through research are supported by our generous community. None of these three core functions could exist alone and have the same impact on the health of the children we serve — locally, regionally, nationally and internationally. We demonstrate our collective dedication to children and their families using a single logo as a symbol of our mission.

The only acceptable secondary logos are the Act from the Heart and CPI logos due to their direct relation to Seattle Children's internal service quality standards and the Odessa Brown Children's Clinic logo due to its unique primary care services.



Graphic Guidelines and Standards

Artwork



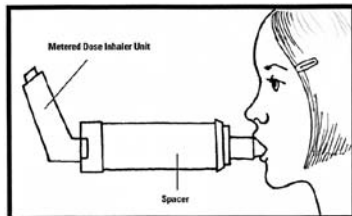
Illustrations

Although photography plays a crucial role in communicating key messages and is preferred, it is acceptable to use realistic illustrations, medical illustrations and line drawings on patient and community education brochures and flyers or when a photograph is not available. Realistic illustrations should be used sparingly and cartoons may not be used. Make sure you adhere to the Patient Education template layouts.

Example of realistic illustration:



Example of medical illustration:



If you need assistance obtaining a medical illustration, contact Heather Cooper, health educator, at ext. 7-5323.

Clip Art

It is not acceptable to use clip art.

Graphic Guidelines and Standards

Color Palette



















The color palette helps to communicate with a more unified voice, allowing the audience to identify Seattle Children's media and collateral at a glance.

Seattle Children's colors are vibrant, fun and full of energy. The colors below are used for all collateral for the Hospital, Research and Foundation. No other colors, including variations or gradations of these colors, may be used. Although the look and feel of the palette is colorful, materials do not have to include a lot of colors. For color use, less is more. Use white as the dominant color on your projects.

Usage

For print, colors should be produced using spot colors (inks mixed to match Pantone standards) or by using cyan, magenta, yellow and black (CMYK). For pieces to be viewed on a monitor (Web pages and PowerPoint presentations), the Pantone colors should be simulated with RGB (red, green and blue). **The CMYK and RGB formulas on this page are from the Pantone Color Bridge uncoated book. Inks, papers and monitors differ; these formulas are intended as a starting point. For printed projects, please work with your printer to match Pantone standards as closely as possible.**

 PANTONE 7499 U C1 M2 Y20 K0 R244 G237 B202 HTML #F4EDCA	 PANTONE 7457 U C16 M0 Y5 K0 R198 G229 B237 HTML #C6E5ED	 PANTONE 7485 U C8 M0 Y15 K0 R225 G235 B212 HTML #E1EBD4	 PANTONE Cool Gray 1 U C4 M3 Y7 K7 R226 G225 B220 HTML #E2E1DC
 PANTONE 108 U C0 M6 Y95 K0 R255 G220 B61 HTML #FFDC3D	 PANTONE 311 U C56 M0 Y12 K0 R38 G194 B221 HTML #26C2DD	 PANTONE 396 U C13 M0 Y86 K0 R216 G225 B0 HTML #D8E100	 PANTONE Cool Gray 11 U C30 M17 Y8 K53 R117 G119 B123 HTML #75777B
 PANTONE 1235 U C0 M26 Y89 K0 R255 G174 B62 HTML #FFAE3E	 PANTONE 3135 U C100 M0 Y27 K1 R0 G146 B172 HTML #0092AC	 PANTONE 382 U C32 M0 Y82 K0 R153 G197 B37 HTML #99C525	
 PANTONE 158 U C0 M51 Y84 K0 R233 G128 B79 HTML #E9804F	 PANTONE 314 U C100 M2 Y20 K14 R0 G123 B155 HTML #007B9B	 PANTONE 356 U C80 M3 Y93 K17 R54 G122 B82 HTML #367A52	
 PANTONE 180 U C7 M78 Y68 K12 R187 G92 B90 HTML #BB5C5A	 PANTONE 540 U C94 M43 Y11 K45 R60 G83 B111 HTML #3C536F		

Graphic Guidelines and Standards

Fonts and Typography



Acceptable Usage

An important part of the Seattle Children's graphic identity is the use of clean, consistent typography. These typefaces should be used for Seattle Children's newsletters, brochures, advertisements, reports, certificates, flyers, invitations and publications.

Primary

Gotham is used to complement the Minion typeface and can be used for headlines, subheads, text and sign-off copy. The smallest recommended size for this typeface is 5 point. Please use the Gotham core fonts, a set of eight fonts that includes everything from light to bold. The Ultra and Condensed versions are not allowed.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Secondary (use only in body copy)

Minion Text and Minion Display can be used for body copy only. The preferred font size for body copy is 11 point. The smallest recommended size for this typeface is 5.5 point.

Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Graphic Guidelines and Standards

Fonts and Typography



Alternate System Fonts

If you don't have access to the Gotham and Minion typeface families, you may substitute the fonts Arial for Gotham and Georgia for Minion, but only on internal materials such as flyers, memos, etc.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

How to Obtain Font Families

If you need to purchase Gotham or Minion, please contact Nate Brown at ext. 7-5203.

Designers and Other Vendors


If you are working with us on a project, please make sure you have access to Gotham, Minion, Arial and Georgia fonts.

Graphic Guidelines and Standards

Page Architecture



The vertical and horizontal grid system allows for versatility within a structured environment and a wide variety of layouts. The horizontal and vertical grids provided below should be used as a template for placing and aligning text and images so that all Seattle Children's materials have a unified look and feel.

 Seattle Children's <small>HOSPITAL • RESEARCH • FOUNDATION</small>						<small>organization/department</small>					

 Seattle Children's <small>HOSPITAL • RESEARCH • FOUNDATION</small>						<small>organization/department</small>					

Graphic Guidelines and Standards

Patterns

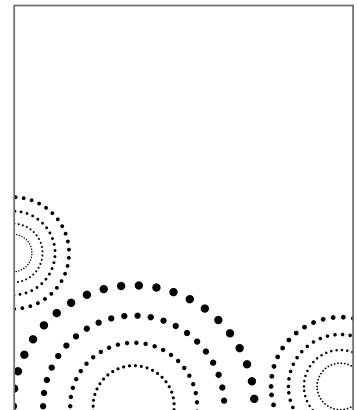
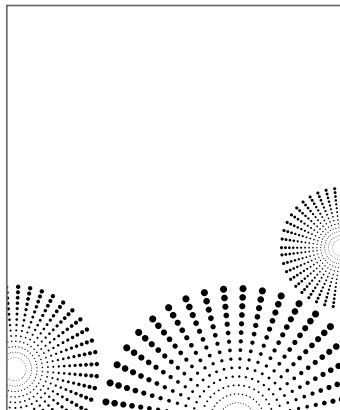
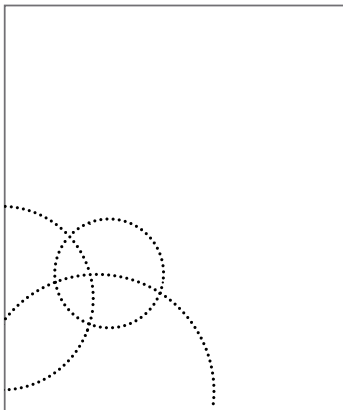


Patterns add variety and visual interest to the graphic identity and help create an expression unique to Seattle Children's. Patterns are only to be used in templates in which they are already embedded, such as PowerPoint slides.

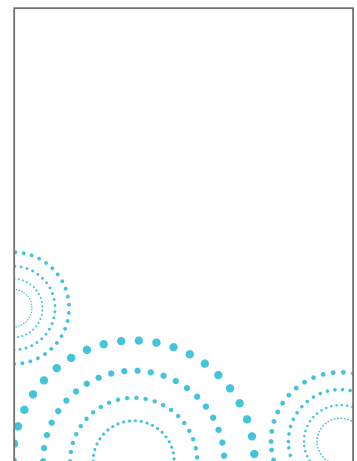
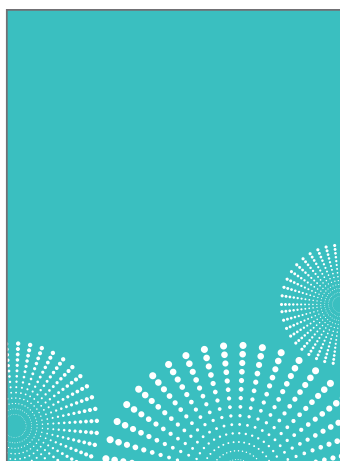
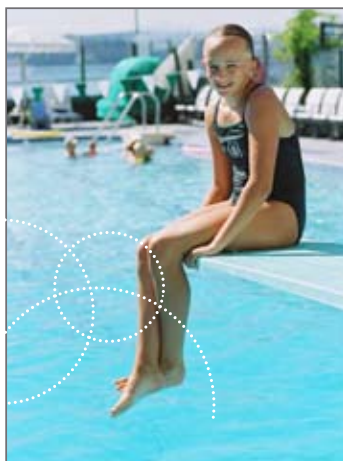
The following are the only three patterns that may be used, and they must adhere to these guidelines:

- Each pattern contains a set of three circles that should bleed off 2 or 3 sides.
- The patterns may be used in color on white backgrounds and reversed out of dark backgrounds and photography with ample clear space.
- In large applications, such as a folder or magazine, the patterns may be used as a tint of the background color.

Options



Samples



Graphic Guidelines and Standards

Photography



Meaningful and authentic photography plays a key role in emphasizing the essence of Seattle Children's brand and communicating the brand story. Consider diversity of gender, age and race when creating and selecting photography.

The Seattle Children's photography is divided into five conceptual styles:

Real People

Capturing the person as the dominant subject, candid, black and white, full-color and straightforward.



In the Moment

Focus on life outside of the hospital, aspirational views, optimistic, emotive, kids activities and results oriented.



Care in Action

Focus on experts: doctors and nurses performing procedures; focus on kids: children as patients.



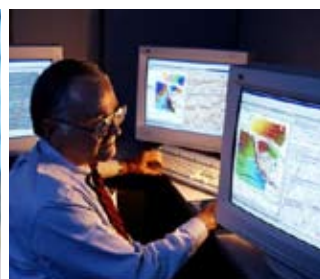
Graphic Guidelines and Standards

Photography



Forward Focus

Focus on medical technology, research and equipment; focus on experts: doctors and people behind the scenes, data and development.



Unique Perspectives

Focus on kid's-eye view: low angles and kid interests, behind the scenes, dramatic, first-person.



*Image available in Seattle Children's photo library

Graphic Guidelines and Standards

Photography Misuse



When selecting, commissioning and using photography, images should not incorporate the following attributes:



Do not use staged or posed studio photography.



Photography should never focus solely on medical machinery.



Photography should never be surreal or out of context.



Do not use metaphorical photography.



Photography should not be blurry or out of focus.



Photography should not be dark or shadowy.

Graphic Guidelines and Standards

Photography Guidelines



Photo Library

If your department needs photography, please contact Nate Brown at ext. 7-5203. We have an extensive photo library that you may use. Or, if custom photography is needed, we can discuss the options available for obtaining services.

Patient and Non-Patient Consent Forms

All patient photography (still and video photography) requires the permission of parents and guardians. The parent or legal guardian must sign the photo release form enclosed before photography occurs.

Adults and hospital staff must sign the Photo/Video Image Release form (English or Spanish) before being photographed. Find these forms on CHILD or call Nate Brown at 206-987-5203.

Photo Credits

When a freelance photographer provides photography services, it's important to credit that photographer. Preferably, place the photographer's name on the inside back page or in an established "acknowledgments" section of the printed communications.

Graphic Guidelines and Standards

Rounded Corners



Rounded corners reinforce the circular nature of the Seattle Children's logo and also soften the look of the collateral and materials. Rounded corners can be used for blocks of color and photography. They should not be used on charts.

Samples



Guidelines

The standard radius for rounded corners on documents 8.5" x 11" to postcard size is 6 points. On larger files or much smaller files, adjust the rounded corners to match the look of the standard radius. When creating rounded corners in Microsoft Word or PowerPoint, use an autoshape rounded corner and adjust visually to match using the adjustment handle.

Instructions for creating rounded corners in Microsoft Word and PowerPoint

- Go to AutoShapes > Basic Shapes > Select Rounded Rectangle
- Draw a rectangle on your page.
- Double-click on the rectangle shape. The Format AutoShape box pops up.
- On the Colors and Lines tab > Fill, click on the drop-down Color tab and select Fill Effects.
- Select the Picture tab.
- Choose your picture and click on Select Picture. Check the Lock Picture Aspect ratio box.
- Click OK.
- Change the line color to No Line.
- Click OK.

Graphic Guidelines and Standards

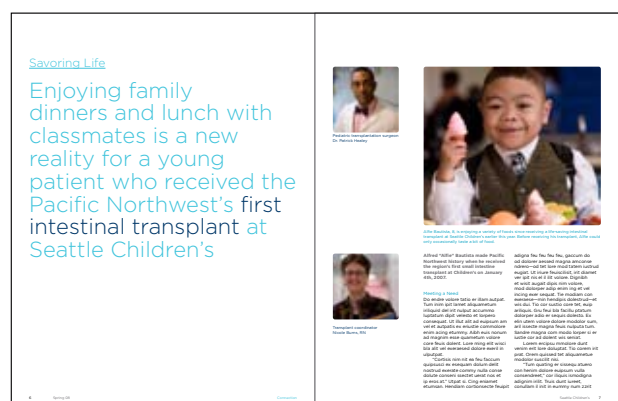
Samples of Design in Use

These examples show how the graphic elements can be used to create consistency across a wide spectrum of communication tools.

Samples



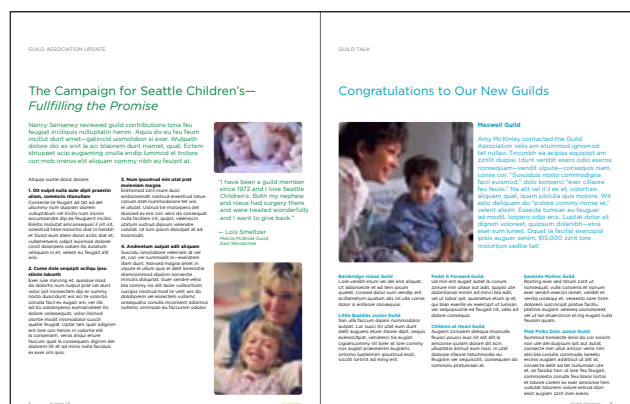
8.5" x 11" Publication



Inside spread photo-centric



Newsletters



Inside spread

Graphic Guidelines and Standards

Samples of Design in Use



8.5" x 5.5" publication



Inside spread text-centric

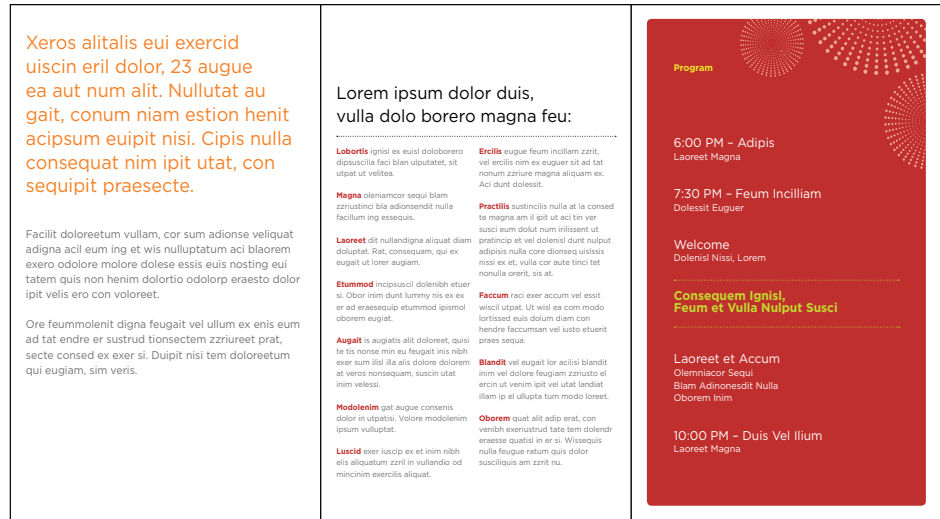


Graphic Guidelines and Standards

Samples of Design in Use



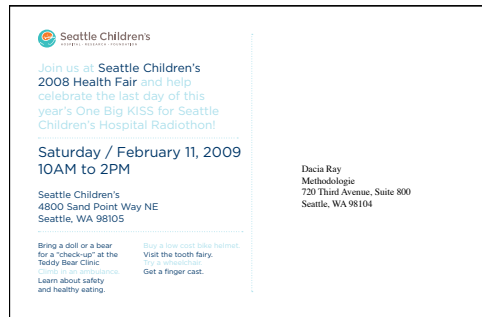
Invitation cover



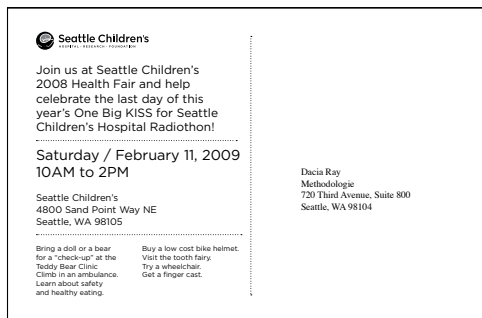
Inside spread



8.5" x 5.5" postcard



8.5" x 5.5" single color postcard



Graphic Guidelines and Standards

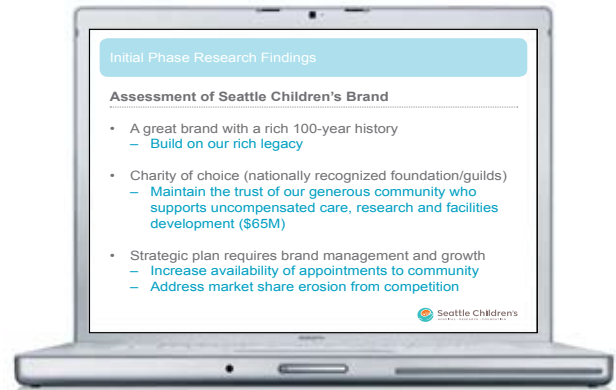
Samples of Design in Use



Presentation folders

Graphic Guidelines and Standards

Samples of Design in Use



PowerPoint templates



Graphic Guidelines and Standards

Promotional Items



Giveaway or promotional items such as pins, hats, T-shirts, etc. can be useful in raising awareness about your project or event. There should be a clear objective or purpose for developing such items, and a budget allocation. If you have questions or need guidance on planning giveaway items, please call Kathi Elliot, production manager, at 206-987-4983. In general, allow four to six weeks for design and production of giveaways.

Logo Apparel

Contact Kathi Elliott to discuss options, vendors and pricing. Please allow at least two months of lead time for design and production.



Shopping Bag

Graphic Guidelines and Standards

Selecting Paper



Professionally Printed Collateral

Consistent use of paper will help shape a positive and consistent message. Uncoated and dull coated papers have been selected as complementary finishes. Uncoated papers have a natural, tactile, textural feel that invites the user to touch and feel, unlike the glossy, reflective finish of some coated papers.

Uncoated Paper

- Mill: Weyerhaeuser
- Line: Cougar Opaque, Smooth
- Colors: White
- Weight: Various

Copy Center Collateral

Patient information and family education materials, flyers and handouts are printed on Exact® Multipurpose. There are a variety of colors available from the Copy Center. Please call 206-987-4890 to request color paper samples.

Multipurpose Paper

- Mill: Wausau Papers
- Line: Exact® Multipurpose
- Colors: White, Cream, Eye-Eze, Buff, Salmon, Tan, Green, Blue, Gray, Orchid, Gold, Bright Blue (Confirm colors)
- Weight: 20/50 text
- Special: Laser & Ink Jet Guaranteed

Graphic Guidelines and Standards

Tagline



A tagline is a short statement or set of words that describe and communicate our vision and brand. Our tagline — Hope. Care. Cure.™ — is three simple words. To say these words is simple but to provide them all is extraordinary and Seattle Children's, in all its functions, is just that. The tagline was developed through research, focus groups throughout the WAMI region, employees, the community, families and management.

Tagline: Acceptable usage

The Hope. Care. Cure.™ tagline should be used only as a visual element and not in body copy. On all materials, it is provided as a stand-alone file, which should not be used in close proximity to the logo. It is provided in small- and large-size options, which are both available in black and reverse-to-white.

The **small**-size option of the tagline may be used at widths ranging from $\frac{5}{8}$ " to $1\frac{1}{4}$ ". Files are provided $1\frac{1}{4}$ " wide, so they may be placed at sizes ranging from 50% to 100%.

Hope. Care. Cure.™

The **large**-size option of the tagline may be used at widths ranging upward from $1\frac{1}{4}$ ". Files are provided $2\frac{1}{2}$ " wide, so they may be placed at sizes ranging upward from 50%.

Hope. Care. Cure.™

Tagline: Unacceptable Use

The tagline should always be placed away and separate from the logo.

- Do not place the tagline near the logo or in body copy.
- Do not try to re-create the tagline or alter it in any way.



Print Material Requirements

Acknowledgment Credits



It's important from a graphic identity and consistency standpoint that all communication materials contain the following elements:

Acknowledgment Credits

It is important to include a credit when outside services are used (such as a writer, designer or photographer). Place the credit preferably on the inside back page or in an established “acknowledgments” section of the printed communication materials.

Print Material Requirements

Disclosure Statements



When and what to include for the Charity Care Statement and the Disability Statement.

Charity Care Statement

The following statement of equal treatment and the availability of financial assistance should be included in all publications directed to patients and families:

Seattle Children's provides health care for the special needs of children regardless of race, sex, creed, ethnicity or disability. Financial assistance for medically necessary services is based on family income and hospital resources and is provided to children under age 21 whose primary residence is in Washington, Alaska, Montana or Idaho.

Disability Statement

In order to reach all our patients, their families and legal representatives, including those with disabilities, those who speak another language or those who are deaf or hard of hearing, the following notices must be included in your communication materials:

For all publications targeted to patients and families (such as Patient Information brochures), use:

Seattle Children's offers interpreter services for deaf, hard of hearing or non-English speaking patients, family members and legal representatives free of charge. To request these services, ask your child's nurse or health care provider, or call:

206-987-5010 (Voice)
206-987-2280 (TTY)

Patient Information and Education brochures must also include:

Seattle Children's will make this information available in alternate formats upon request. Please call the Family Resource Center at 206-987-2201, or 206-987-2280 (TTY).

For detailed publications directed to patients and families, such as unit brochures, use:

Seattle Children's is committed to assuring accessibility to all patients, their families and legal representatives. Please let our staff know if you need any information in an alternate format. We can arrange for interpreters free of charge for those who speak a language other than English or who are deaf or hard of hearing. You can also request a TTY, amplified telephone or closed-captioned television from your nurse or care provider. A TTY phone is available on the first floor, Train zone.

Disclosure Statements



For Community Education pieces, newsletters, calendars and Web sites aimed at the general public and providers, use:

Seattle Children's will make this information available in alternate formats upon request. Please call Marketing Communications at 206-987-5205 or 206-987-2280 (TTY).

For classes, workshops and other on-site programs sponsored by Seattle Children's, use:

Meeting rooms are wheelchair accessible. For interpreter services, please request an interpreter at least two weeks prior to the class or event by calling the Seattle Children's registration line at 206-789-2306.

For classes, workshops and other on-site programs sponsored by Seattle Children's, use:

Meeting rooms are wheelchair accessible. For interpreter services, please request an interpreter at least two weeks prior to the class or event by calling the Seattle Children's registration line at 206-789-2306.

Print Material Requirements

Mission Statement



The use and placement of the mission statement varies. Please contact the Marketing Communications Department for help determining where it should be included on your collateral piece. Please use the correct Seattle Children's mission statement.

Our Mission

We believe all children have unique needs and should grow up without illness or injury. With the support of the community and through our spirit of inquiry, we will prevent, treat and eliminate pediatric disease.

Our Vision

We will be the best children's hospital.

- We will provide patients and their families excellent care with compassion and respect.
- We will provide superior, accessible, cost-effective service.
- We will attract and retain the best talent at all levels of the organization.
- We will be one of the top five pediatric research institutions.
- We will be the nation's premier pediatric educators.
- We will achieve worldwide prominence by integrating patient care, research, education and advocacy.

Print Material Requirements

Sign-off Components



The sign-off, or closing, at the end of printed material, contains important information about Seattle Children's. Consistent usage reinforces the Seattle Children's brand and makes it easy for users to find this information. The sign-off is made up of five components that should appear at the bottom of all printed collateral. Please follow these standards.

All printed material must have the following basic sign-off components:

1. Seattle Children's Logo
2. Address and Phone Number*
4800 Sand Point Way NE
Seattle, Washington 98105-0371
206-987-2000 (V), 206-987-2280 (TTY)
3. Web Address*
Identify as follows:
www.seattlechildrens.org
4. Copyright Statement*
Use one line if space permits:
© 2008 Seattle Children's, Seattle, Washington. All rights reserved.
5. Form Number and Date*
Identify as follows:
PI-397 Pub. 03/03 Rev. 10/08 or 1/08

*Use Gotham Book for these items.

Desktop Publishing (Seattle Children's Staff)

Sign-off and Word Templates

The sign-off has been built into the Children's patient information, patient education and community education templates.

You can use the templates to format your brochures or flyers into the approved layouts. If you need to modify the sign-off content, (year of copyright, form number and date) you can do so by editing the document footer.

Print Material Requirements

Sign-off Components

Professional Publishing (Designers)

Creating a Sign-off

There are two versions of the sign-off. The small version is preferred on collateral that is smaller than 8 1/2" x 11". The large version is preferred on collateral 8 1/2" x 11" or larger, or when the design and space permits. Templates of these sign-off layouts are available in Adobe Illustrator file format. If you need assistance, contact Nate Brown, production coordinator, at 206-987-5203.

Small Version

Standard Placement and Alignment

Place baseline of copyright line and form number 1/4" up from the bottom edge of the back panel of the brochure and no less than 1/4" in from the side — centered, flush left or flush right as dictated by design.

Logo

- 2.5" logo width
- Position: 1/8" up from first line of mailstop, address and phone

Point Size and Leading

- Mailstop, address and phone number: 6.5/8pt
- Web address: 6.5/8pt
- Additional space before is .175". Additional space after is .25"
- Copyright, form number, date and disclosure statement: 6.5/8pt

Color

- The three-color sign-off should be used whenever budgets permit.
- For specialized applications, such as brochure covers and invitations, print the sign-off in the following colors : Black, Pantone 314u, Cool Gray 11u and Pantone 158u.
- When a solid black, colored or screened background interferes with readability, the entire sign-off knocks out to white.



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

4800 Sand Point Way NE
Seattle, WA 98105
TEL 206-987-2000
TTY 206-987-2290

www.seattlechildrens.org

© 2008 Seattle Children's, Seattle, Washington. All rights reserved.

Rev. 3/08

Print Material Requirements

Sign-off Components

Large Version

Standard Placement and Alignment

Place baseline of copyright line and form number $\frac{3}{8}$ " up from the bottom edge of the back panel of the brochure and no less than $\frac{3}{8}$ " in from the side — centered, flush left or flush right as dictated by design.

Logo

- 2.5" logo width
- Position: $\frac{1}{8}$ " up from first line of mailstop, address and phone number

Point Size and Leading

- Mailstop, address and phone number: 6.5/8pt
- Web address: 6.5/8pt
- Additional space before is .125". Additional space after is .175"
- Copyright, form number, date and disclosure statement: 6.5/8pt

Color

- The three-color sign-off should be used whenever budgets permit.
- For specialized applications, such as brochure covers and invitations, print the sign-off in the following colors : Black, Pantone 314u, Cool Gray 11u and Pantone 158u.
- When a solid black, colored or screened background interferes with readability, the entire sign-off knocks out to white.



Seattle Children's
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4800 Sand Point Way NE
Seattle, WA 98105
TEL 206 987-2000
TTY 206 987-2290

www.seattlechildrens.org

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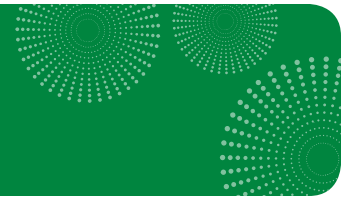
Rev. 3/08



Resources and Templates

Resources and Templates

Boilerplates



UNIVERSAL BOILERPLATE - REPRESENTS ALL ENTITIES

About Seattle Children's

Seattle Children's delivers superior patient care, advances new discoveries and treatments through pediatric research, and serves as the pediatric and adolescent academic medical referral center for the largest landmass of any children's hospital in the country (Washington, Alaska, Montana and Idaho). Consistently ranked as one of the best children's hospitals in the country by U.S. News & World Report, Seattle Children's is comprised of Seattle Children's Hospital, Seattle Children's Research Institute and Seattle Children's Hospital Foundation. We are internationally recognized for advancing discoveries in cancer, genetics, immunology, pathology, infectious disease, injury prevention and bioethics. Children's also serves as the primary clinical, research and teaching site for the Department of Pediatrics at the University of Washington School of Medicine. For more information visit www.seattlechildrens.org

BoilerPlates for Each Entity

About Seattle Children's Research Institute

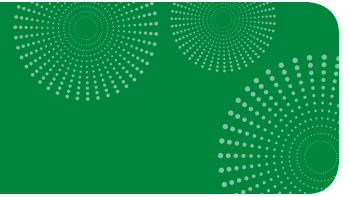
At the forefront of pediatric medical research, Seattle Children's Research Institute has nine major centers, and is internationally recognized for advancing discoveries in cancer, genetics, immunology, pathology, infectious disease, injury prevention and bioethics. In its quest to cure childhood disease, the research institute brings discoveries to the bedside in partnership with Seattle Children's Hospital and Seattle Children's Hospital Foundation. Together they are Seattle Children's, known for setting new standards in superior patient care for more than 100 years. Children's serves as the primary teaching, clinical and research site for the Department of Pediatrics at the University of Washington School of Medicine, which consistently ranks as one of the best pediatric departments in the country. For more information visit <http://research.seattlechildrens.org>

About Seattle Children's Hospital

Consistently ranked as one of the best children's hospitals in the country by U.S. News & World Report, Children's serves as the pediatric and adolescent academic medical referral center for the largest landmass of any children's hospital in the country (Washington, Alaska, Montana and Idaho). For more than 100 years, Children's has been delivering superior patient care and advancing new treatments through pediatric research. Children's serves as the primary teaching, clinical and research site for the Department of Pediatrics at the University of Washington School of Medicine. The hospital works in partnership with Seattle Children's Research Institute and Seattle Children's Hospital Foundation. Together they are Seattle Children's, known for setting new standards in superior patient care for more than 100 years. For more information visit www.seattlechildrens.org.

Resources and Templates

Boilerplates



For the Foundation we would use the Universal or Hospital boilerplate as we have done in the past. Since so many Guilds send press releases to the media, we need one that fits their needs.

About Seattle Children's Hospital Guild Association

Seattle Children's Hospital Guild Association is the largest all-volunteer fundraising network for any hospital in the country, serving as the umbrella non-profit organization for nearly 7,000 women, men and teens and 500 groups of friends, families, co-workers and community members. For more than 100 years, the Guild Association has helped provide hope, care and cures for children in Washington, Alaska, Montana and Idaho. The Guild Association's efforts help support the clinical and research endeavors at Seattle Children's and provide uncompensated care funds so that all children in the region can receive the care they need regardless of their ability to pay. The Guild Association is part of the Seattle Children's Hospital Foundation which gathers community support and fundraising for Seattle Children's Hospital and Seattle Children's Research Institute. For more information about visit <http://waystohelp.seattlechildrens.org/about/>

Resources and Templates

Brand Booklet

We have created a brand booklet to tell Seattle Children's story. Some call it a brand, logo or identity, but we like to think of it as a way to communicate the inspiring truth that is Seattle Children's. We want to share the reasons why we made the changes, and answer questions you may have about our new brand.

To order a copy of the Brand Booklet, please send an e-mail to: brand@seattlechildrens.org with your request.



Brand booklet

Business Cards and Other Stationery

Seattle Children's stationery (including standard and personalized and/or departmental letterhead, envelopes, business cards, mailing labels and note pads) and invitations can be viewed and ordered online via PrintWest, Inc.

Each department should have a designated "super user" who orders corporate stationery for their department online; this is usually the group's program/administrative assistant. If no one in your group has a login, or you'd like to be able to order items yourself, e-mail Nate Brown, nathaniel.brown@seattlechildrens.org, to be given access. Requests for access will be compiled and submitted once a week. You will receive an e-mail with your login information once the setup is complete.


How to Order

To order, please visit the Marketing Communications page on CHILD for instructions and a link to the PrintWest Web site.

Sample of the Business Card

	Seattle Children's HOSPITAL • RESEARCH • FOUNDATION
FirstName LastName, Credential, Credential	
Title DescriptiveName	
Title DescriptiveName	
Title DescriptiveName or Seattle Children's + Entity	
000-000-0000 OFFICE	000-000-0000 PAGER
000-000-0000 FAX	000-000-0000 CELL
firstname.lastname@seattlechildrens.org	
OFFICE	6901 Sand Point Way NE, Seattle, WA 00000-0000
MAIL	M/S — S-00 PO Box 50020, Seattle, WA 00000-0000
WWW	seattlechildrens.org

Fax Cover

 **Seattle Children's**
HOSPITAL • RESEARCH • FOUNDATION

4800 Sand Point Way NE
PO Box 5371
Seattle, WA 98105-0371

TEL 206-967-2000
FAX 000-000-0000

www.seattlechildrens.org

Date No. of pages

To Fax


From Phone

Message:

Hope. Care. Cure.™

Letterhead

To download the letterhead template that you can print from your department's printer, visit the MarComm site on CHILd. Make sure to customize the information in the letterhead (telephone number, fax number) before you print. Double-click on the numbers 000-000-0000 next to TEL to change them.

 **Seattle Children's**
HOSPITAL • RESEARCH • FOUNDATION

Month X, 200X

Recipient Name
Title
Company Name
Primary Business Address
City, XX Postal

4800 Sand Point Way NE
PO Box 5371
Seattle, WA 98115-7869

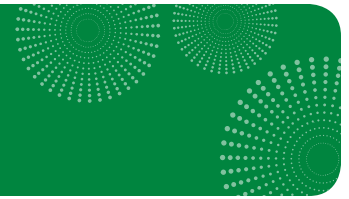
TEL 000-000-0000
FAX 000-000-0000

www.seattlechildrens.org

Hope. Care. Cure.™

Resources and Templates

E-mail Signature



Please follow the guidelines below when creating an e-mail signature.

The **bolded items** are required. All others are optional.

- 1: **Name** and credentials
- 2: **Title**
- 3: Program
- 4: Department/Division
- 5: **Seattle Children's** + [Hospital Foundation or Research Institute]
- 6: Address(es)
- 7: Phone(s)
- 8: Fax(es)
- 9: E-mail
- 10: URL: seattlechildrens.org (without www.)

E-mail Signature Guidelines:

- URL: Do not use “www” when listing Seattle Children’s URL. Please use seattlechildrens.org. If your department has a vanity URL you may use it. You may list one or both URLs.
- The S and C on seattlechildrens.org should not be capped.
- We do not recommend that you abbreviate the words phone, fax, cell and pager.
- We do not recommend abbreviations overall, e.g., senior (Sr.), manager (Mgr.) and director (Dir.)
- You can list your mailing address and/or your street address or none. If you list your mailing address, remember to include your mailstop.
- Follow what is listed on your business card for departmental names.
- Friends of Children’s or other links are optional.
- We recommend no background.

Sample

FirstName LastName

Title | Department

Seattle Children’s

206-987-0000 **OFFICE**

206-000-0000 **PAGER**

206-987-0000 **CELL**

206-000-0000 **FAX**

first.last@seattlechildrens.org

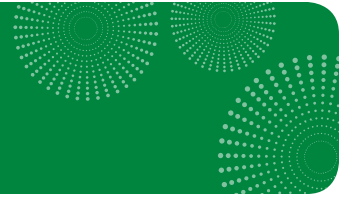
OFFICE 6901 Sand Point Way NE, Seattle, WA

MAIL M/S S-000, PO Box 50020, Seattle, WA 98115

WWW seattlechildrens.org

Resources and Templates

Flyer/Poster



Flyers

Flyer templates are available on the MarComm site on CHILDS. Each template provides layout options. You may add photos to provide additional impact, but this is not required. Please do not use clip art on flyers.

We recommend using the IKON Copy Center for your flyer copying needs.

If you have questions about using flyer templates or want advice regarding photo selection, please contact Nate Brown, production coordinator, at ext. 7-5203.

Event flyers

Flyer templates are appropriate when:

- Publicizing a recurring event, such as Cultural Diversity Brown Bag lectures.
- Publicizing an internal event, such as a training session.

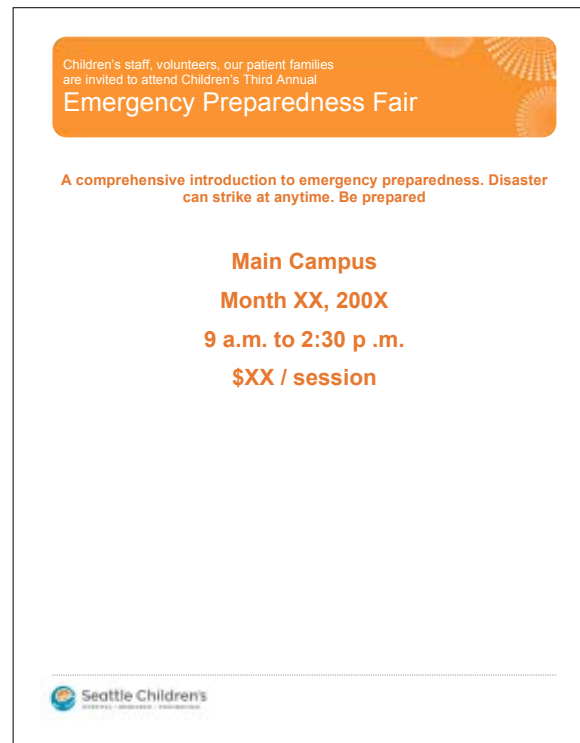
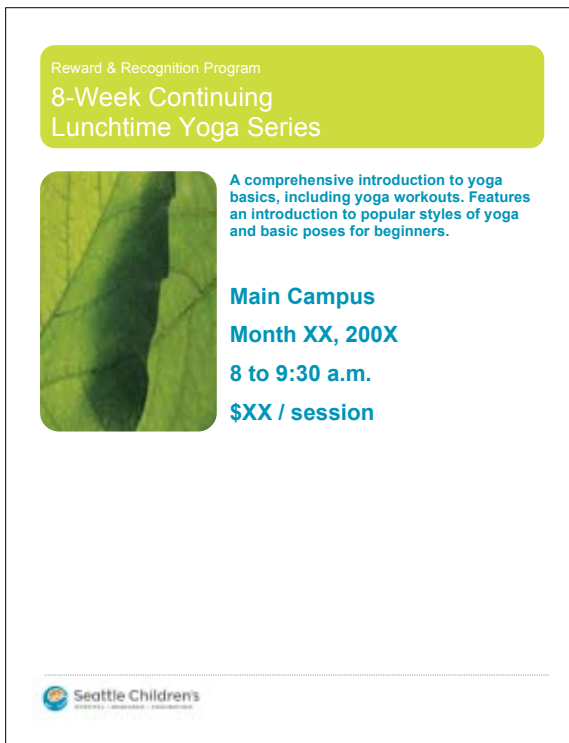
Guidelines for posters at hospital locations

Posters may be placed at select locations within the hospital and other sites, with prior approval. If you would like to display a poster, please contact Corporate Communications at ext. 7-5266.

Resources and Templates

Flyer/Poster

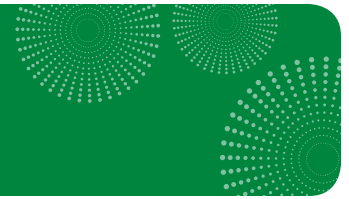
Samples



Insert photo in templates by

- 1.) Select photo frame
- 2.) Right click on selected frame and select Format Autoshape
- 3) Select Color and Lines Tab > Fill Color > Fill Effects
- 4) Click the Picture tab, click Select Picture
- 5.) Choose the desired photo, click Insert > OK
- 6.) Select all this text and delete

Glossary of Print Terms



An alphabetical listing of printing-related terms.

A - E

Aqueous coating — A water-based coating, applied after printing either in-line or off-press, to help prevent ink from rubbing off. Unlike UV coating or varnish aqueous coating will also accept ink jet printing.

Bleed — An image or printed color that extends to the trimmed edges of a page.

Body copy — The main body of text on a page, typically in one size of a specific typeface.

B.R.E. (business reply envelope) — First Class Permit, indicia and return address preprinted on envelope.

Composite Proof — The final color proof containing all content and color correct photos for final approval. This is the final proof before a project is printed.

Contact sheet — The result of developing a roll of film negatives onto photo paper for review and selection.

Contrast — The tonal gradation between highlights and shadows in an image. High contrast features extreme light and dark areas.

Corporate identity — A management system that controls the use of the name and the visual style or “look” of the company.

Cover paper — Heavier, stiffer paper that is ideal for the outside cover of brochures, directories and booklets as well as for business cards and folders.

Crop — To eliminate portions of a photo or artwork.

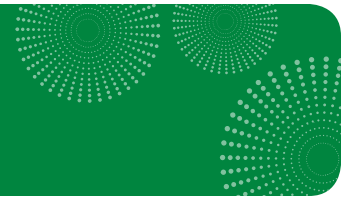
Digital Photography — Photography taken with a digital camera. Generally, the higher the DPI, the sharper the printed image. A 2-megapixel image is 1200 x 1600, so at 300 DPI it will reproduce well at 4" x 5" or smaller. For 8" x 10" reproduction, the image should be at least 6 megapixels, assuming no cropping or resizing. Keep in mind that these guidelines are not absolute! Your lens, lighting, CCD quality and method of printing all play a part in the final results.

DPI (dots per inch) — Also known as “resolution.” A low-resolution image (200dpi or lower) is only suitable for on-screen work — Web or PowerPoint. A high-resolution image is suitable for offset printing. Generally, the DPI necessary for good offset reproduction will be double the LPI (see LPI definition) of the halftone screen. Since halftone screens are usually 150 to 175 LPI, the corresponding image resolution should be 300 to 350 DPI. Keep in mind that reducing or enlarging the image (changing its “inches” without changing its “dots”) affects the dots per inch — e.g., doubling the image size halves the DPI.

Dot compensation — Coated and uncoated papers tend to absorb ink in different degrees. To adjust for these varying absorption levels, printers alter the size of the dots in halftones and four-color images to compensate for dot gain.

Dot gain — Tendency for the dots of halftones and four-color images to print larger than they are on the film or plate. Printers adjust for dot gain based on the type of paper selected to make sure images don't look distorted or dark.

Glossary of Print Terms



Dummy — The unprinted mock-up of the book or brochure made of the paper stock that will be used.

F - J

Film negative — Photography film coated with chemicals that, upon photographic exposure, cause the material to record the colors or monochromatic shades of the scene in inverse, negative form. This process occurs inside a camera. The resulting “negative” needs to undergo film developing in order to stop recording light. Then, it can be used to produce a print, in which the colors or shades are reverted to their original form.

Format — Configuration of a printed piece determined by the size, shape and graphic characteristics.

Halftone — The reproduction of continuous tone artwork, such as a photograph, by using one-color dots to simulate the tones between light and dark.

Identity element — Any component of a company’s identification program that helps identify the company or its major operating divisions, products or services. At Seattle Children’s, the major identity elements are the logo, corporate type, colors and photography.

Indicia — A postal permit preprinted on the upper right hand corner of the envelope showing that a fee has been paid to obtain special mailing privileges.

Ink absorption — A paper’s capacity to accept or absorb ink.

Ink holdout — The way ink pigment sits on the surface of the paper. Strong ink holdout results in a sharp, bright image.

K - O

Laser compatible — Papers engineered with special properties that assure smooth and consistent performance on laser equipment

LPI (lines per inch) — The fineness of a halftone screen is measured by the number of lines per inch. The more lines per inch, the more detailed the printed image will be. Offset printing is usually at 150 to 175 LPI, while laser printer output is usually 100 LPI or lower.

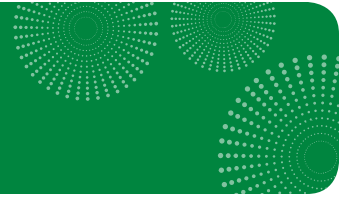
Line spacing — The vertical spacing between lines of type.

Loose Proof — A preliminary proof provided by a printer for color adjustments to digital or scanned photography. Color adjustments are often made to one or more loose proofs before getting a composite proof for approval.

Margin — A defined space that surrounds most of the printed material on a page.

Mechanical — A term used for a final digital file that is ready to be reproduced by a print vendor or publication.

Glossary of Print Terms



P - T

PANTONE® — Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials.

Pica — A unit of measurement (usually horizontal) in printing, measuring 1/6 of an inch.

Point — A unit of measurement (usually vertical) in printing: 1/12 of a pica or 1/72 of an inch. The term is also used to specify a type size. reducing or enlarging the image (changing its “inches” without changing its “dots”) affects the dots per inch — e.g. doubling the image size halves the DPI.

Process colors (CMYK) — A technique of printing in color, using combinations of magenta, cyan, yellow and black ink to form all colors in a photograph, illustration or design element.

Reversed or reversed out — A printing technique in which the background is printed and the image and/or characters remain the color of the paper or surface material.

RGB — Red, green and blue color workspace for digital images. All RGB images are converted to process colors (CMYK) for color separations and printing.

Rule — A straight line (of any thickness) used as a border or separator in graphics.

Sans serif — Literally, without serifs (see serif). Univers is a sans serif typeface.

Screen or tint — Graphics method to vary a tone from solid to a lighter shade of black or color.

Serif — A typestyle that has small extensions to the main strokes of characters. These strokes are referred to as serifs. Miller is a serif typeface.

Stock — Paper that will be printed.

Typeface — All the type of a single design such as Miller or Univers.

U - Z

Varnish — A protective coating, either clear or slightly tinted, added to the surface of a printed sheet. Varnish, dull, satin or gloss, may be added to the entire sheet or just to certain spots.

PowerPoint Presentation

To download a PowerPoint presentation template, visit the MarComm site on CHILD.

Kathi Elliott
Stephanie Hillman

2008 Branding Update

March 31, 2008

Guild Executive
Committee



Initial Phase Research Findings

Assessment of Seattle Children's Brand

- A great brand with a rich 100-year history
 - Build on our rich legacy
- Charity of choice (nationally recognized foundation/guilds)
 - Maintain the trust of our generous community who supports uncompensated care, research and facilities development (\$65M)
- Strategic plan requires brand management and growth
 - Increase availability of appointments to community
 - Address market share erosion from competition



Part II

External Phase of Research



External Phase of Research

Focus groups provide rich insights

14 focus groups (92 subjects)

Seattle/Bellevue
Washington

- Potential Donors (8)
- Current Donors (8)
- Patient Families (13)
- Referring Physicians (14)

Tri-Cities
Washington

- Donors (4)
- Patient Families (15)
- Referring Physicians (16)

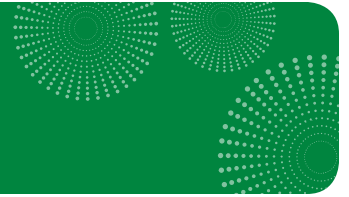
Missoula
Montana

- Patient Families (9)
- Referring Physicians (5)



Resources and Templates

Signage



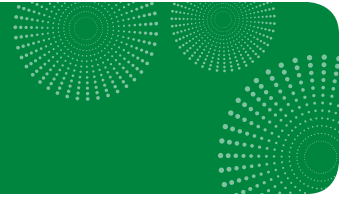
Office Nameplates

Create office nameplates using Microsoft Word or PowerPoint. Signs should be 8 $\frac{3}{4}$ " long x 1 $\frac{1}{4}$ " high, using Pantone 314 blue (C100 M2 Y20 K14 or R0 G123 B155) or Pantone 158 orange (C0 M51 Y84 K0 or R233 G128 B79) for the background. Type first name and last name in white Arial bold and center on the nameplate. Print the sign on photocopy paper on color printers and place into the frame holders on the office doors.

Hospital Signage

The Building and Engineering department maintains hospital signage. For assistance, call the B&E Help Desk at ext. 7-4357 or e-mail behdesk@seattlechildrens.org.

Voicemail and Phone Scripts



We recommend the following for your voicemail:

Seattle Children's + **Department** + This is **name**. How may I help you?

Example: **Seattle Children's Marketing Communications, this is John. How may I help you?**

If you are asked about the new name, you may answer with the following:

"Thank you for asking. We just changed our name from Children's Hospital and Regional Medical Center to Seattle Children's, but we continue to provide the same great care and service."

Special greeting for your department

If your department has a specialized message, be sure to replace Children's Hospital or Children's Hospital and Regional Medical Center with Seattle Children's.

Example:

Replace "Thank you for calling Children's Resource Line. To speak with a consulting nurse..." with **"Thank you for calling Seattle Children's Resource Line. To speak with a consulting nurse..."**